

# **URBAN VOGUE ANNUAL REPORT 2022**

Sales Performance Dashboard &  
Business Insights

# **Objective**

- To analyze Urban Vogue's 2022 sales data and understand customer behavior, sales trends, and channel performance to drive data-backed growth strategies.

# Dataset Overview

- Time Period: Jan 2022 – Dec 2022
- Metrics: Orders, Sales Amount, Gender, Age Group, State, Channel, Category
- Tools Used: Excel, Pivot Tables, Interactive Dashboard

# **Key Performance Indicators**

- Total Sales & Monthly Trend.
- Orders vs Sales Comparison.
- Gender-wise Sales Contribution.
- Order Status Breakdown.
- Top States & Sales Channels.

# Sales Trend Insights

- Strong sales observed during Q1 and mid-year months.
- Gradual decline toward year-end.
- Sales closely follow order volume trends.

# **Customer Demographics**

- Women contribute 60–65% of total sales.
- Adult age group dominates orders.
- Teenagers contribute moderately; seniors least.

# **Top Performing States**

- Maharashtra (Highest contributor).
- Karnataka.
- Uttar Pradesh.
- Tamil Nadu & Telangana follow closely.

# **Sales by Channels**

- Amazon is the leading sales channel (35–40%).
- Flipkart and Myntra are strong secondary channels.
- Others contribute marginally.

# **Order Status Analysis**

- Delivered orders exceed 90%.
- Low cancellation, return, and refund rates.
- Indicates efficient operations and customer satisfaction.

# **Key Insights Summary**

- Women customers drive majority of revenue.
- Adult age group is the core customer base.
- Amazon, Flipkart, Myntra contribute 80% of sales.
- Maharashtra leads in sales contribution.

# **Business Recommendations**

- Target women aged 30–49 with focused campaigns.
- Expand promotions in top-performing states.
- Strengthen partnerships with Amazon, Flipkart & Myntra.
- Introduce loyalty offers to retain repeat customers.

# **Conclusion**

- Urban Vogue's 2022 performance highlights strong digital channel presence and a clear customer segment focus. Data-driven targeting can significantly boost 2023 growth.